

### Status: Path 1 of [Dialog Information Services via Modem]

### Status: Initializing TCP/IP using (UseTelnetProto 1 ServiceID pto-dialog)  
Trying 31060000009999...Open

DIALOG INFORMATION SERVICES

PLEASE LOGON:

\*\*\*\*\* HHHHHHHH SSSSSSSS?

### Status: Signing onto Dialog

\*\*\*\*\*

ENTER PASSWORD:

\*\*\*\*\* HHHHHHHH SSSSSSSS? \*\*\*\*\*

Welcome to DIALOG

### Status: Connected

Dialog level 02.14.01D

Last logoff: 20may03 08:09:43

Logon file405 29may03 08:35:35

\*\*\* ANNOUNCEMENT \*\*\*

\*\*\*

--File 581 - The 2003 annual reload of Population Demographics is complete. Please see Help News581 for details.

\*\*\*

--File 990 - NewsRoom now contains February 2003 to current records.  
File 992 - NewsRoom 2003 archive has been newly created and contains records from January 2003. The oldest months's records roll out of File 990 and into File 992 on the first weekend of each month.  
To search all 2003 records BEGIN 990, 992, or B NEWS2003, a new OneSearch category.

\*\*\*

--Connect Time joins DialUnits as pricing options on Dialog.  
See HELP CONNECT for information.

\*\*\*

--CLAIMS/US Patents (Files 340,341, 942) have been enhanced with both application and grant publication level in a single record. See HELP NEWS 340 for information.

\*\*\*

--SourceOne patents are now delivered to your email inbox as PDF replacing TIFF delivery. See HELP SOURCE1 for more information.

\*\*\*

--Important news for public and academic libraries. See HELP LIBRARY for more information.

\*\*\*

--Important Notice to Freelance Authors--  
See HELP FREELANCE for more information

\*\*\*

NEW FILES RELEASED

\*\*\*World News Connection (File 985)

\*\*\*Dialog NewsRoom - 2003 Archive (File 992)

\*\*\*TRADEMARKSCAN-Czech Republic (File 680)

\*\*\*TRADEMARKSCAN-Hungary (File 681)

\*\*\*TRADEMARKSCAN-Poland (File 682)

\*\*\*

UPDATING RESUMED

\*\*\*

RELOADED

\*\*\*Population Demographics -(File 581) .

\*\*\*CLAIMS Citation (Files 220-222)

REMOVED

\*\*\*U.S. Patents Fulltext 1980-1989 (File 653)

>>> Enter BEGIN HOMEBASE for Dialog Announcements <<<  
>>> of new databases, price changes, etc. <<<

\*\*\*\*

COREFULL is set ON as an alias for 15,9,623,810,275,624,636,621,813,16,160,148,20.  
 COREABS is set ON as an alias for 77,35,593,65,2,233,99,473,474,475.  
 COREALL is set ON as an alias for COREFULL,COREABS.  
 SOFTFULL is set ON as an alias for 278,634,256.  
 EUROFULL is set ON as an alias for 348,349.  
 JAPOABS is set ON as an alias for 347.  
 HEALTHFULL is set ON as an alias for 442,149,43,444.  
 HEALTHABS is set ON as an alias for 5,73,151,155,34,434.  
 DRUGFULL is set ON as an alias for 455,129,130.  
 DRUGABS is set ON as an alias for 74,42.  
 INSURANCEFULL is set ON as an alias for 625,637.  
 INSURANCEABS is set ON as an alias for 169.  
 TRANSPORTFULL is set ON as an alias for 80,637.  
 TRANSPORTABS is set ON as an alias for 108,6,63.  
 ADVERTISINGFULL is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.  
 INVENTORYABS is set ON as an alias for 8,14,94,6,34,434,7.  
 BANKINGFULL is set ON as an alias for 625,268,626,267.  
 BANKINGABS is set ON as an alias for 139.  
 HEALTHALL is set ON as an alias for COREFULL,COREABS,HEALTHFULL,HEALTHABS.  
 INSURANCEALL is set ON as an alias for COREFULL,COREABS,INSURANCEFULL,INSURANCEABS.  
 RESERVATIONALL is set ON as an alias for COREFULL, COREABS.  
 OPERATIONSALL is set ON as an alias for COREFULL,COREABS,INVENTORYABS.  
 TRANSPORTALL is set ON as an alias for COREFULL,COREABS,TRANSPORTFULL,TRANSPORTABS.  
 ADVERTISINGALL is set ON as an alias for COREFULL,COREABS,ADVERTISINGFULL.  
 SHOPPINGALL is set ON as an alias for COREFULL,COREABS,ADVERTISINGALL,47.  
 INVENTORYALL is set ON as an alias for COREFULL,COREABS,INVENTORYFULL.  
 BANKINGALL is set ON as an alias for COREFULL,COREABS,BANKINGFULL,BANKINGABS.  
 PORTFOLIOALL is set ON as an alias for COREFULL,COREABS,BANKINGALL.  
 TRADINGALL is set ON as an alias for COREFULL,COREABS,BANKINGALL.  
 CREDITALL is set ON as an alias for COREFULL,COREABS,BANKINGALL.  
 FUNDSALL is set ON as an alias for COREFULL,COREABS,BANKINGALL,608.  
 \* \* \* \* See HELP NEWS 225 for information on new search prefixes  
 and display codes

\*\*\*

\*\*\*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.8 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

#### Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

#### Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?b corefull, coreabs

>>> 77 does not exist

>>>1 of the specified files is not available

29may03 08:35:42 User242933 Session D160.1

\$0.00 0.168 DialUnits FileHomeBase

\$0.00 Estimated cost FileHomeBase

\$0.03 TELNET

\$0.03 Estimated cost this search

SYSTEM:OS - DIALOG OneSearch

File 15:ABI/Inform(R) 1971-2003/May 28  
(c) 2003 ProQuest Info&Learning

**\*File 15: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 9:Business & Industry(R) Jul/1994-2003/May 28  
(c) 2003 Resp. DB Svcs.

File 623:Business Week 1985-2003/May 28  
(c) 2003 The McGraw-Hill Companies Inc

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2003/May 29  
(c) 2003 The Gale Group

File 624:McGraw-Hill Publications 1985-2003/May 28  
(c) 2003 McGraw-Hill Co. Inc

**\*File 624: Homeland Security & Defense and 9 Platt energy journals added**  
Please see HELP NEWS624 for more

File 636:Gale Group Newsletter DB(TM) 1987-2003/May 27  
(c) 2003 The Gale Group

File 621:Gale Group New Prod. Annou. (R) 1985-2003/May 28  
(c) 2003 The Gale Group

File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc

File 16:Gale Group PROMT(R) 1990-2003/May 29  
(c) 2003 The Gale Group

**\*File 16: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2003/May 28  
(c) 2003 The Gale Group

**\*File 148: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 20:Dialog Global Reporter 1997-2003/May 29  
(c) 2003 The Dialog Corp.

File 35:Dissertation Abs Online 1861-2003/Apr  
(c) 2003 ProQuest Info&Learning

File 593:KOMPASS Central/Eastern Europe 2003/Jan  
(c) 2003 KOMPASS Intl.

File 65:Inside Conferences 1993-2003/May W4  
(c) 2003 BLDSC all rts. reserv.

File 2:INSPEC 1969-2003/May W3  
(c) 2003 Institution of Electrical Engineers

**\*File 2: Alert feature enhanced for multiple files, duplicates removal, customized scheduling. See HELP ALERT.**

File 233:Internet & Personal Comp. Abs. 1981-2003/May  
(c) 2003 Info. Today Inc.

File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Apr  
(c) 2003 The HW Wilson Co.

File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02  
(c) 2001 THE NEW YORK TIMES

**\*File 473: This file will not update after March 31, 2001.**  
It will remain on Dialog as a closed file.

File 474:New York Times Abs 1969-2003/May 28  
(c) 2003 The New York Times

File 475:Wall Street Journal Abs 1973-2003/May 28  
(c) 2003 The New York Times

Set Items Description

--- -----

?s (generic) (n) (cigarettes or coffee or pasta or chips or butter)  
293557 GENERIC  
134980 CIGARETTES  
388815 COFFEE  
118767 PASTA  
689899 CHIPS

```

150988 BUTTER
S1 487 (GENERIC) (N) (CIGARETTES OR COFFEE OR PASTA OR CHIPS OR
BUTTER)
?s s1 and (grocery or supermarket or market)
487 S1
502726 GROCERY
373401 SUPERMARKET
16292586 MARKET
S2 357 S1 AND (GROCERY OR SUPERMARKET OR MARKET)
?s s2 and @PY<2000
>>>One or more prefixes are unsupported
>>> or undefined in one or more files.
357 S2
0 @PY<2000
S3 0 S2 AND @PY<2000
?type s2/3,ab/all
>>>No matching display code(s) found in file(s): 65, 593, 623-624, 810, 813

```

Estimated cost of output requested is: \$1089.35  
Are you ready to receive all output? Y=Yes N=No H=Help

?n  
TYPE Command cancelled.  
?s s2 and (computer or database)

```

357 S2
7617146 COMPUTER
1837061 DATABASE
S4 44 S2 AND (COMPUTER OR DATABASE)
?type s4/3,ab/all
>>>No matching display code(s) found in file(s): 65, 593, 623-624, 810, 813

```

4/3,AB/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

02015295 52029116

#### Total recall

Anonymous

Adweek v41n13 PP: 38-56 Mar 27, 2000 ISSN: 0199-2864 JRNL CODE: AWE  
WORD COUNT: 10094

ABSTRACT: Joe Marconi, a writer and marketing consultant based in Western Springs, Illinois, explores what it takes to create a brand that endures in The Brand Marketing Book. The products that prosper in the marketplace, Marconi suggests, are not necessarily the better ones; they are the ones that are better taken care of by their brand stewards. The Brand Marketing Book explores how and why to administer that care - offering strategies for creating, managing and maximizing the impact of a brand to develop long-term equity and loyalty. An excerpt from The Brand Marketing Book is presented.

4/3,AB/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01886450 05-37442

#### Recalibrating for the customer

Mahoney, Ann I

Association Management v51n8 PP: 101-108 Aug 1999 ISSN: 0004-5578  
JRNL CODE: AMG  
WORD COUNT: 2755

ABSTRACT: Participants in ASAE's most recent Strategic Leadership Forum, held at the Loews Miami Beach Hotel in April, listened and questioned Sally Helgesen and Barbara Roberts. In her book, The Web of Inclusion, Sally Helgesen describes webs as both a pattern - a model for coherently ordering people and their tasks - and as a process - a way of thinking and acting, of behaving and solving problems as they arise. Helgesen added the term

inclusion because she found that leaders of web-style organizations encouraged greater participation of everyone in the organization. Today's imperatives, according to Helgesen, are customization, globalization and technology.

4/3,AB/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01544039 01-95027

**Timing is everything**

Moosa, Elias

Upside v9n11 PP: 124-126 Dec 1997 ISSN: 1052-0341 JRNL CODE: UPS

WORD COUNT: 1624

ABSTRACT: The spectacular swings in fortune in the semiconductor industry is largely driven by a series of distinct but related flows and ebbs in demand. The most fundamental and enduring impact on chip consumption comes from the cycle of demand for boxes. Demand for chips expanded as volumes increased and markets for new chips flowered. While nearly 1/2 of all chips today end up in computers, the computing markets are no longer the fastest-growing consumers of semiconductors. New system platforms, mostly in communications, have emerged in the past decade that are beginning to rival the PC market in size. Sometimes strong demand cycles can lead to capacity overexpansion. Unlike capacity cycles, new technology cycles happen frequently, are easier to identify, and can be particularly fruitful for well-informed investors.

4/3,AB/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01293122 99-42518

**Effect of 1992 weights on Producer Price Indexes**

Sager, Scott D

Monthly Labor Review v119n7 PP: 13-23 Jul 1996 ISSN: 0098-1818

JRNL CODE: MLR

WORD COUNT: 5665

ABSTRACT: Effective with the release of data for January 1996, the weights used to construct the Producer Price Index were updated to reflect the 1992 values of shipments of commodities. The 1996 weight revision affected all series within the Producer Price Index, including traditional commodity code indexes, industry net output indexes, stage-of-processing indexes based on both the commodity and the net output classification system, durability-of-product indexes and special commodity groupings. Updated weights reflecting 1992 values of shipments of commodities resulted in increasing relative importance for food at all stages of processing, for energy at the finished and intermediate stages and for basic industrial materials at the crude stage.

4/3,AB/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01151939 98-01334

**Price predation: Legal limits and antitrust considerations**

Gundlach, Gregory T

Journal of Public Policy & Marketing v14n2 PP: 278-289 Fall 1995 ISSN:

0743-9156 JRNL CODE: JMP

WORD COUNT: 11327

ABSTRACT: Competition centered strategies in the form of predatory pricing

, directed toward weakening or destroying a competitor are receiving increasing emphasis in the courts and among antitrust theorists and policymakers. Recently, the US Supreme Court found little evidence of antitrust injury extending from price predation in the case of Brooke Group v. Brown & Williamson Tobacco Corp. (1993). Current assessments of predatory pricing employ a benchmark of below-cost pricing and a reasonable prospect of recoupment for detecting pricing conduct that may result in diminished consumer welfare. This standard is juxtaposed against emerging insights on this competitive practice.

4/3,AB/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00946942 95-96334  
**1994: The year in review (part II)**  
Sadlouskos, Linda  
Computer Reseller News n606 PP: 125-156 Nov 21, 1994 ISSN: 0893-8377  
JRNL CODE: CRN  
WORD COUNT: 16022

ABSTRACT: An overview of **computer** manufacturers', software companies', and distributors' and resellers' agreements, mergers, products, and other business matters for March through June 1994 is provided. Notable events included: 1. Novell Inc. made a \$1.14-billion stock bid in March to buy WordPerfect Corp. 2. In the channel, regional dealer Dataflex Corp. signed a deal to buy Granite **Computer** Products Inc. in an effort to gain national stature. 3. With the groupware **market** poised to explode with offerings from Microsoft Corp., Novell, and Lotus Development Corp., all 3 companies were courting the same group of resellers in April. 4. May started with spring cleaning for resellers, who were clearing out their inventories of major PC brands.

4/3,AB/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00682595 93-31816  
**Legal developments in marketing**  
Werner, Ray O  
Journal of Marketing v57n1 PP: 102-110 Jan 1993 ISSN: 0022-2429  
JRNL CODE: JMK  
WORD COUNT: 9100

ABSTRACT: A topical outline of the developments in the legal environment in which marketing functions is presented. Important cases are included, and sources are cited. Entries include: 1. Regulation of Monopolistic Methods, 2. Regulation of Product Characteristics, 3. Regulation of Price Competition, 4. Regulation of Channels of Distribution, 5. Regulation of Advertising and Promotional Methods, 6. Regulation of Intellectual Property, 7. Procedural and Miscellaneous Developments, and 8. US Supreme Court Disposition of Appeals.

4/3,AB/8 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00621509 92-36611  
**Developing a Framework for Sources of New-Product Ideas**  
Stasch, Stanley F.; Lonsdale, Ronald T.; LaVenka, Noel M.  
Journal of Consumer Marketing v9n2 PP: 5-15 Spring 1992 ISSN: 0736-3761  
JRNL CODE: JCK  
WORD COUNT: 5466

ABSTRACT: An empirically based framework is proposed to help managers plan their new-product activities and consider the many conceivable sources and origins of new-product ideas. The development of the framework centers on research into actual new products reported in recent business trade literature. Information was organized and classified according to the source of the idea and the other necessary or supportive factors present in association with the idea. Ten major categories were identified, including: 1. laboratory sources, 2. management sources, 3. a company's current situation, 4. distribution sources, 5. supplier sources, 6. consumer sources, 7. marketplace sources, 8. foreign sources, 9. government regulations, and 10. military and space programs. The generation of new-product ideas is a chancy matter, but the procedure for creating new-product ideas should not be left to chance. The proposed classification scheme can help managers redesign their organizations to make them more effective in identifying and capturing new-product ideas.

4/3,AB/9 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00612887 92-27990  
**Demystifying the Black Box**  
Benford, Tom  
Sales & Marketing Management v144n4 PP: 59-63 Apr 1992 ISSN: 0163-7517  
JRNL CODE: SAL  
WORD COUNT: 3173

ABSTRACT: The notebook **computer** is the sales tool of choice for the 1990s, replacing the bulkier laptop computers. Several important issues should be considered before selecting the right notebook **computer** for a salesforce. Quality of componentry and construction, overall ergonomic design, reliability, power consumption, and compatibility issues should all be explored to avoid picking something unsuitable that will irritate salespeople and doom automation efforts before they get started. Critical checkpoints consider include: 1. FCC rating, 2. manufacturer's reputation, 3. published specifications, 4. examining a sample model, 5. power requirements, 6. modem availability, 7. portable printers, 8. price points, 9. value-added resellers, dealers, and other end users, and 10. published reviews of the **computer**.

4/3,AB/10 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00604122 92-19225  
**Can He Keep Philip Morris Growing?**  
Sellers, Patricia  
Fortune v125n7 PP: 86-92 Apr 6, 1992 ISSN: 0015-8259 JRNL CODE: FOR  
WORD COUNT: 4906

ABSTRACT: For Philip Morris chief executive officer Michael Miles, producing a 20% annual growth in profits is going to be difficult. The first problem is the US tobacco **market**, which accounted for \$4.8 billion in operating income for the company in 1991, or almost half the corporate total. The US cigarette industry is declining 2%-3% a year, and consumers are switching to lower-priced brands - a segment that Philip Morris entered late. A 2nd problem is in the food sector, where consumers have changed their shopping and consumption habits. Kraft General Foods' products such as mayonnaise and macaroni-and-cheese dinners are not in great demand among fat-phobic, convenience-oriented consumers. Meeting the goal of a 20% growth in profits might require \$85 billion in sales by 1995, with net income of \$9 billion. That will mean buying businesses abroad that provide good returns and keeping domestic operations healthy enough to pay for the acquisitions.

4/3,AB/11 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2125243 Supplier Number: 02125243  
**Philips Semiconductors Tunes In To High-Growth Markets**  
(Philips Semiconductors garnered a 3% share of the \$150 bil worldwide semiconductor market in 1997)  
Electronic Buyers News, p 45  
April 27, 1998  
DOCUMENT TYPE: Journal ISSN: 0164-6362 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1553

ABSTRACT:

Philip Semiconductors is banking on becoming a key player in the digital-TV **market** by leveraging its new-generation TriMedia processor and the company's wealth of experience in TV technology. Among the most critical steps has been its recent refocus on emerging markets, which company executives believe will be key to Philips Semiconductors' future. Philips Semiconductors has made it onto Dataquest Inc's list of top 10 semiconductor makers for the past two years. Last year, the company garnered a 3% share of the \$150 bil worldwide semiconductor **market**, according to Dataquest. As a worldwide supplier, Philips Semiconductors may catch a touch of the Asian financial flu, but it may be minor compared with the ills of consumer electronics competitors in the Far East, analysts said. The company is also not susceptible to the profit-draining DRAM **market** and has a modest presence in the maturing PC **market**. Although well known for its consumer electronics chips, Philips Semiconductors also offers chips for the cellular and cordless phone, encryption, automotive, and other markets. Behind Philips Semiconductors is a parent with the wherewithal to finance its growth. Philips NV chalked up a 10% gain in 1997 sales, a threefold increase in income from operations, as well as a return to a cash-flow-positive condition. Although Philips Semiconductor sells its smart-card, contactless-ID-card, and mass-storage offerings largely to external buyers, Philips NV will be a major customer for digital-TV (DTV) devices. The TriMedia processor is at the heart of Philips Semiconductors' Emerging Business Unit's strategy. The **chips generic** architecture allows it to be used over a range of different platforms, according to Arthur van de Poel, chairman and chief executive, Philips Semiconductors BV. Since there are no clear definitions or guidelines for designing a DTV system, having a programmable chip such as the TM 2000 provides flexibility, according to Jonathan Cassell, senior industry analysts, Dataquest. Philips Semiconductors is seeking a joint-venture partner to invest in an 8-in.-wafer fab in an as-yet undisclosed location. The chip maker has also announced a new assembly factory in Calamba, Philippines. North America accounts for 21% of the company's total sales; Europe and Asia account for twice as much. Article includes table on Philips Semiconductors' ranking and **market** share worldwide.

4/3,AB/12 (Item 1 from file: 623)  
DIALOG(R)File 623:Business Week  
(c) 2003 The McGraw-Hill Companies Inc. All rts. reserv.

0481533 (USE FORMAT 7 FOR FULLTEXT)  
**A WHOLE NEW CHIP GAME: IBM, AT&T, DEC, and HP jump into the open market**

Gary McWilliams in Boston, with bureau reports  
Business Week, May 31, 1993, Number 3321, Pg 80  
JOURNAL CODE: BW  
SECTION HEADING: Science & Technology  
WORD COUNT: 1,029

4/3,AB/13 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)



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02672743 SUPPLIER NUMBER: 96739494 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**UK must act to grab chip development opportunity.**  
Kavanagh, John  
Computer Weekly, 35  
Jan 23, 2003  
ISSN: 0010-4787 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 502 LINE COUNT: 00046

4/3,AB/14 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

01539258 SUPPLIER NUMBER: 12328071 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The great generic component controversy and other secondary market tales:  
technical competence; diversification; price erosion also big concerns.  
(includes related article on Northern's secondary market posture)  
(Secondary Equipment Update) (Buyers Guide)**  
Leibowitz, Ed  
Teleconnect, v10, n6, p54(9)  
June, 1992  
DOCUMENT TYPE: Buyers Guide ISSN: 0740-9354 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1799 LINE COUNT: 00168

ABSTRACT: A study by the NATA Telecommunications Equipment Remarketing Council reveals that the total value of sales for used an refurbished equipment is approximately \$185 million. The figure is much less than the often-quoted estimate of \$838 million outlined in previous research. The previously inflated figure is blamed on sales within the telecommunications industry. The study also reveals that secondary vendors often use generic components in refurbished articles. Customers should try and ask for vendor-approved parts when selecting used equipment. The most popular refurbished products sold in the secondary **market** are PBXs and key systems, but the secondary **market** now includes power protection equipment, call accounting systems and T1 multiplexers. The study reports that the US recession is encouraging the growth of the secondary **market** . A buyers guide of secondary equipment is also presented.

4/3,AB/15 (Item 3 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

01508487 SUPPLIER NUMBER: 12041838 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Standard lag stalls MPU-dedicated effort. (developing  
microprocessor-specific vs. generic standard random access memory)**  
McCausland, Richard  
Electronic News (1991), v38, n1903, p1(3)  
March 16, 1992  
ISSN: 1061-6624 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2463 LINE COUNT: 00194

ABSTRACT: The development of microprocessor-specific static random access memories (SRAMs) is being held up by problems in defining a JEDEC standard. As a result, less-costly generic SRAMs retain their popularity. Such new microprocessors as DEC's Alpha, MIPS Computer Systems' R4000 and HP's superscalar implementation of its new Precision Architecture RISC are all designed to accommodate generic SRAMs. By opting for generic SRAM, vendors can bring their microprocessors to **market** much more quickly. One industry executive, Larry Jordan of Integrated Device Technology, says that generic solutions cost the least for 25-MHz microprocessors; generic and specialized solutions cost about the same for 33-MHz microprocessors; and specialized solutions cost the least for 50-MHz chips.

4/3,AB/16 (Item 1 from file: 624)

. DIALOG(R)File 624:McGraw-Hill Publications  
(c) 2003 McGraw-Hill Co. Inc. All rts. reserv.

0481533

**A WHOLE NEW CHIP GAME: IBM, AT&T, DEC, and HP jump into the open market**

Business Week May 31, 1993; Pg 80; Number 3321

Journal Code: BW ISSN: 0007-7135

Section Heading: Science & Technology

Word Count: 1,029 \*Full text available in Formats 5, 7 and 9\*

BYLINE:

Gary McWilliams in Boston, with bureau reports

**4/3,AB/17 (Item 1 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

10111981 Supplier Number: 91467100

**Hollywood calls the shots: art may mimic life, but don't you dare make a digital copy of it. (Digital Rights Management).**

Stackpole, Beth

Electronic Business, v28, n9, p72(5)

Sept, 2002

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2486

**4/3,AB/18 (Item 2 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

07558829 Supplier Number: 62893335

**COMPACTPCI: The Nuts and Bolts of Next-Gen CT. (Buyers Guide)**

Grigonis, Richard

Computer Telephony, v8, n6, p42

June, 2000

Language: English Record Type: Fulltext

Article Type: Buyers Guide

Document Type: Magazine/Journal; Trade

Word Count: 15851

**4/3,AB/19 (Item 3 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

07223981 Supplier Number: 61538216

**Total Recall.**

Marconi, Joe

ADWEEK Eastern Edition, v41, n13, p38

March 27, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 10101

**4/3,AB/20 (Item 4 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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05578295 Supplier Number: 48446324

**Philips Semiconductors Tunes In To High-Growth Markets**

Frazzoli, Roberto

Electronic Buyers' News, p45

April 27, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade  
Word Count: 1524

4/3,AB/21 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03988188 Supplier Number: 45790555  
**Burning At Both Ends**  
U.S. Distribution Journal, p12  
Sept 15, 1995  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1850

4/3,AB/22 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03864346 Supplier Number: 45545701  
**Recyclers diversify to keep ahead as precious metal recoveries slide**  
American Metal Market, p8A  
May 16, 1995  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 1101

4/3,AB/23 (Item 7 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02784195 Supplier Number: 43735780  
**What IBM Saw In RJR's Louis Gerstner**  
ADWEEK Eastern Edition, v0, n0, p12  
March 29, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 279

4/3,AB/24 (Item 8 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02408572 Supplier Number: 43169040  
**Philip Morris Companies - Company Report**  
Investext, p1-10  
July 22, 1992  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:  
PRUDENTIAL SECURITIES INC. report by Ferst, S.L., et al  
EPS for 2Q:92 were up 21%; domestic U.S. tobacco margins rose, and volume trends were mixed. Tobacco shipments fell 1.2% in the U.S. and 3% internationally. Food volumes were relatively flat. Philip Morris' domestic tobacco profit margins climbed nearly 3 percentage points to 43.2% versus 40.4%, while operating income grew 14%. The margin improvement should alleviate concerns that the mix shift to **generic cigarettes** is threatening to eat into the profitability of the business. Cost-cutting is clearly bearing fruit; headcount is slowly being worked down, as management has been focusing for the last ten months on cutting costs. Ingredient costs are a modest positive; tobacco leaf costs have risen less than inflation, while the manufacturing plants are improving their utilization of leaf. Excluding Russia, international shipments rose more than 5%.  
Tables in report: Stock Price & Earnings Data 1991-93; Second Quarter

Earnings & Change By Segment; Second Quarter Results By Segment 1991-92; First Half Results By Segment 1991-92; Second Quarter Consolidated Results 1991-92; 3 Months Domestic **Market** Share By Brand 1991-92; 12 Months Domestic **Market** Shares By Brand 1991-92; Domestic Brand Share By Brand 1987-92; Worldwide Cigarette Volume Trends 1991-92; Earnings Model By Division 1984-93

The INVESTEXT **database** offers the full text of this report online (RN=1242540). To order printed copies, CALL (800)662-7878, (212)952-7060 US, (071)815-3800 UK, (03)5275-3861 Japan. Copyright INVESTEXT 1992.

4/3,AB/25 (Item 9 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02287518 Supplier Number: 42991722  
**American Brands - Company Report**  
Investext, p1-2  
May 13, 1992  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:

PRUDENTIAL SECURITIES INC. report by Ferst, S.L., et al  
The company has improved its position in the domestic cigarette industry and has proven its ability to grow earnings at almost 10% through unit growth and high price increases. American Tobacco has gained share of both the **market** and the rapidly growing value category. Overall volumes rose 0.8% in 1991 to a 7.0% **market** share. In the value category, American Tobacco grew volumes 43% and took a 10.8% category share. List prices for branded **generic cigarettes** have risen 61% in the last two years, and more than doubled for newer subgeneric brands, which now account for over one third of company volume. A pickup in the U.S. economy should be the catalyst for higher earnings growth for the company's non-tobacco businesses in hardware/home improvements (Masterbrands) and office products (ACCO World). Life insurance (Franklin Life Insurance) has its own cycle, which should eventually turn. Management has implemented changes in each of these businesses that should improve returns without waiting for a cyclical pickup.

Tables in report: Stock Price Data 1991-93  
The INVESTEXT **database** offers the full text of this report online (RN=1226364). To order printed copies, CALL (800)662-7878, (617)345-2000 US, (071)836-8223 UK, (03)5275-3861 Japan. Copyright INVESTEXT 1992.

4/3,AB/26 (Item 10 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02178175 Supplier Number: 42833226  
**Standard Lag Stalls MPU-Dedicated Effort**  
Electronic News (1991), p1  
March 16, 1992  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2297

4/3,AB/27 (Item 11 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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01412392 Supplier Number: 41685622  
**Tobacco Industry - Industry Report**  
Investext, p1-5  
Nov 20, 1990  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

• ABSTRACT:

MERRILL LYNCH report by Kaplan, A.

An article in the November 13, 1990 Wall Street Journal claimed that Philip Morris was being forced to promote its full-price brands, that it had even launched a promotion for Marlboro, its leading brand, that Marlboro was losing sales to discount brands and that Philip Morris was contributing to this trend by launching its own generic brands. Contends that a larger proportion of **generic cigarettes** in the sales base could actually enhance earnings growth, although some of this would be offset by the negative impact of a continued deterioration in the sales mix toward lower-price cigarettes. With only about a 1% decline in Marlboro's sales in 1990 versus about 3% decline for the industry, Marlboro continues to gain **market** share. The gain in Camel's share has come at the expense of a costly advertising campaign. With a larger sales base for Marlboro, Philip Morris has been able to achieve **market** share growth with lower marketing expenses per unit. Products and services cited include cigarettes.

Tables in report: MO Domestic Cigarette Sales By Brand 1980-90; MO US **Market** Share By Age Group 1976-89; November 1990 Cigarette Price Increases Companies referenced: PHILIP MORRIS, INC.; RJR NABISCO

The INVESTEXT **database** offers the full text of this report online (RN=1043184). To order printed copies, CALL (800)662-7878, (617)345-2372 US, (071)836-8223 UK. Copyright INVESTEXT 1990.

4/3,AB/28 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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14976623 SUPPLIER NUMBER: 91467100 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Hollywood calls the shots: art may mimic life, but don't you dare make a digital copy of it. (Digital Rights Management).**

Stackpole, Beth

Electronic Business, 28, 9, 72(5)

Sept, 2002

ISSN: 1097-4881

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 2486

LINE COUNT: 00202

4/3,AB/29 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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12315007 SUPPLIER NUMBER: 62967284 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**DCOM extends component model use. (Industry Trend or Event)**

Hartnell, Ted

Electronic Engineering Times, 106

June 26, 2000

ISSN: 0192-1541

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1520

LINE COUNT: 00131

4/3,AB/30 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

11978847 SUPPLIER NUMBER: 61538216 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Total Recall.**

Marconi, Joe

ADWEEK Eastern Edition, 41, 13, 38

March 27, 2000

ISSN: 0199-2864

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 10760

LINE COUNT: 00838

4/3,AB/31 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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11351104 SUPPLIER NUMBER: 55777704 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Recalibrating for the customer. (includes related articles) (the use of 'webs of inclusion' provides flexibility to organizations)

Mahoney, Ann I.

Association Management, 51, 8, 101(6)

August, 1999

ISSN: 0004-5578

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2964

LINE COUNT: 00244

ABSTRACT: The web of inclusion is both a pattern and a process that encourages greater participation among members of organizations to make their group flexible in meeting changes. According to author Sally Helgesen who wrote the book 'The Web of Inclusion', a web is a pattern for giving order to people and tasks. It is also a process because it is a way of thinking and solving problems. Inclusion is made part of the term to encourage members of an organization to participate and focus on what needs to be done and not on who has the authority to do a thing.

4/3,AB/32 (Item 5 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB

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08953832 SUPPLIER NUMBER: 18630365 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Effect of 1992 weights on Producer Price Indexes.(PPI) (Cover Story)**

Sager, Scott

Monthly Labor Review, v119, n7, p13(11)

July, 1996

DOCUMENT TYPE: Cover Story

ISSN: 0098-1818

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 6087

LINE COUNT: 00506

ABSTRACT: The PPI for finished goods has been adjusted to reflect the the actual prices of shipments in 1992, instead of the the previous 1987 benchmarks. As a result, the 1996 PPI will reflect greater weighting for: food (all stages of processing), finished and interim energy products; and for crude basic industrial materials. The largest weighting increase is for final goods electronic computers, which was nearly doubled in the index.

4/3,AB/33 (Item 6 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB

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07621868 SUPPLIER NUMBER: 16739499 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Harder to PEG: video compression and processing chips now. (advances in digital video chip technology) (ROI) (Column)**

Yencharis, Len

Advanced Imaging, v9, n11, p20(6)

Nov, 1994

DOCUMENT TYPE: Column

ISSN: 1042-0711

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 3743

LINE COUNT: 00299

4/3,AB/34 (Item 7 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB

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07621395 SUPPLIER NUMBER: 16055745 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**State tax structure and multiple policy objectives.**

Gentry, William M.; Ladd, Helen F.

National Tax Journal, 47, n4, 747-772

Dec, 1994

ISSN: 0028-0283

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 14308

LINE COUNT: 01160

AUTHOR ABSTRACT: We use a portfolio model of state tax structure to examine how a state's economy and the nature of its taxes affect the choices available to state policymakers. Data from North Carolina and

Massachusetts indicate that the income tax is the dominant tax in both states, that the two states differ in the nature of the trade-offs between characteristics such as growth and instability and between progressivity and instability, and that differences in the economies of the two states and their characteristics lead to differing prescriptions about the optimal mix of taxes. We conclude that policy recommendations about state tax structures may not be transferable across states.

4/3,AB/35 (Item 8 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

07312021 SUPPLIER NUMBER: 15477680 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Predatory pricing after Brooke Group: an economic perspective. (Symposium: Predatory Pricing After Brooke Group)**  
Baker, Jonathan B.  
Antitrust Law Journal, 62, n3, 585-603  
Spring, 1994  
ISSN: 0003-6056 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 9762 LINE COUNT: 00793

ABSTRACT: The ruling of the US Supreme Court in Brooke Group v. Brown & Williamson Tobacco Corp. that clear evidence of recoupment of the costs of predatory pricing was not present failed to support either the Chicago School or post-Chicago perspectives. Chicago School economists see predatory pricing as a rare and unstable activity. The post-Chicago view believes that predatory pricing is possible, especially in multiple market situations. The Court did not divide the cigarette market into separate generic and brand markets and failed to look for alternative methods of recoupment.

4/3,AB/36 (Item 9 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
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07298128 SUPPLIER NUMBER: 15513476 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**How tobacco executives live with themselves.**  
Rosenblatt, Roger  
Business and Society Review, n89, 22-34  
Spring, 1994  
ISSN: 0045-3609 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 10867 LINE COUNT: 00787

ABSTRACT: Mechanisms tobacco company executives use to live with themselves include denial and rationalization. Employees of the Philip Morris Company are a case in point. In addition to its cigarette business, Philip Morris owns Jacobs Suchard, Miller beer and Kraft General Foods, making it both the biggest US tobacco company and the world's largest consumer products company. With companies so large and successful, loyalty often supersedes objectivity and employees take on the values of the company. With polls suggesting that the number of young people smoking on the increase, Philip Morris is feeling very secure.

4/3,AB/37 (Item 10 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

06440460 SUPPLIER NUMBER: 13651750 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Gerstner's RJR charge versus generics makes sense to IBM. (Louis V. Gerstner Jr., RJR Nabisco Holdings, generic cigarettes )**  
Khermouch, Gerry  
Brandweek, v34, n13, p8(1)  
March 29, 1993  
ISSN: 1064-4318 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 674 LINE COUNT: 00051

ABSTRACT: RJR Nabisco Holdings Chmn Louis V. Gerstner Jr has been approached by International Business Machines Corp (IBM) to replace recently deposed CEO John Akers. Gerstner's defense against low-priced **generic cigarettes** is indicative of his dynamic management style. Rather than cede **market** share to discounters, Gerstner authorized the sale of 18 billion generics, earning the company a 4.1% share of the deep-discount **market**. His experience decentralizing RJR Nabisco could also prove useful at IBM.

4/3,AB/38 (Item 11 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06419446 SUPPLIER NUMBER: 13608974 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**What IBM saw in RJR's Louis Gerstner: a move to generic cigarettes might have caught Big Blue's eye.**  
Khermouch, Gerry  
ADWEEK Eastern Edition, v34, n13, p12(1)  
March 29, 1993  
ISSN: 0199-2864 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 282 LINE COUNT: 00022

ABSTRACT: IBM hired Louis V. Gerstner as CEO not because of his **computer** knowledge, which is limited, but because of his packaged-goods savvy. Big Blue was particularly impressed with Gerstner's ability to help RJ Reynolds make the transition to **generic cigarettes** after the company lost **market** share to deep-discounters. Gerstner's skill at decentralizing RJR Nabisco Holdings was another factor in his selection. Contenders for the vacated chairman title at RJR include Pepsi's Roger Enrico and Campbell Soup's David Johnson.

4/3,AB/39 (Item 12 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06121887 SUPPLIER NUMBER: 12626013 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A Navy view of MIMIC. (Microwave/Millimeter-wave Monolithic Integrated Circuit program)**  
Caposell, Charles D.  
Journal of Electronic Defense, v15, n7, p56(7)  
July, 1992  
ISSN: 0192-429X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3941 LINE COUNT: 00319

4/3,AB/40 (Item 13 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05856805 SUPPLIER NUMBER: 12055275 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Can he keep Philip Morris growing? (CEO Michael Miles) (Company Profile)**  
Sellers, Patricia  
Fortune, v125, n7, p86(7)  
April 6, 1992  
DOCUMENT TYPE: Company Profile ISSN: 0015-8259 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 5376 LINE COUNT: 00417

ABSTRACT: Philip Morris Inc is the world's largest and most profitable consumer products company. It has a goal of 20% earnings growth each year. New CEO Michael Miles has inherited an enormous corporate legacy and is under pressure to continue the spectacular success the company has always had.

4/3,AB/41 (Item 14 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB



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05855418 SUPPLIER NUMBER: 12178151 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Demystifying the black box. (selecting notebook laptop computers for sales personnel) (includes related articles)**  
Benford, Tom  
Sales & Marketing Management, v144, n4, p59(5)  
April, 1992  
CODEN: SMMAD ISSN: 0163-7517 LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT; ABSTRACT  
WORD COUNT: 2836 LINE COUNT: 00226

ABSTRACT: Sales managers must consider several factors when selecting notebook laptop computers for their salespeople. These include the manufacturer's reputation, the specifications and the power requirements.

4/3,AB/42 (Item 15 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05832276 SUPPLIER NUMBER: 12041838 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Standard lag stalls MPU-dedicated effort. (developing microprocessor-specific vs. generic standard random access memory)**  
McCausland, Richard  
Electronic News (1991), v38, n1903, p1(3)  
March 16, 1992  
ISSN: 1061-6624 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2463 LINE COUNT: 00194

ABSTRACT: The development of microprocessor-specific static random access memories (SRAMs) is being held up by problems in defining a JEDEC standard. As a result, less-costly generic SRAMs retain their popularity. Such new microprocessors as DEC's Alpha, MIPS Computer Systems' R4000 and HP's superscalar implementation of its new Precision Architecture RISC are all designed to accommodate generic SRAMs. By opting for generic SRAM, vendors can bring their microprocessors to market much more quickly. One industry executive, Larry Jordan of Integrated Device Technology, says that generic solutions cost the least for 25-MHz microprocessors; generic and specialized solutions cost about the same for 33-MHz microprocessors; and specialized solutions cost the least for 50-MHz chips.

4/3,AB/43 (Item 16 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05417247 SUPPLIER NUMBER: 11041476 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The case for collective security. (European semiconductor manufacturers)**  
Evans, Richard  
International Management, v46, n6, p52(2)  
July-August, 1991  
ISSN: 0020-7888 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1197 LINE COUNT: 00095

ABSTRACT: European semiconductor manufacturers should abandon the idea of becoming self-sufficient and instead concentrate on niche markets. While some European semiconductor manufacturers are looking to joint ventures with US or Japanese firms, the best venue is to concentrate on niche markets. One possible specialty market is the market for application-specific integrated circuits. By concentrating on specialty markets, European semiconductor manufacturers can achieve success by improving their margins, stabilizing prices, and defusing competition.

4/3,AB/44 (Item 17 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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01889150 SUPPLIER NUMBER: 03036168 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Cigarette merchandising: a soft sale year begets experimentation.**

Dietrich, Bob

Supermarket Business, v38, p30(2)

Dec, 1983

ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 2662 LINE COUNT: 00208

?s s2 and (grocery or supermarket)

357 S2

502726 GROCERY

373401 SUPERMARKET

S5 80 S2 AND (GROCERY OR SUPERMARKET)

?type s5/3,ab/all

>>>No matching display code(s) found in file(s): 65, 593, 623-624, 810, 813

**5/3,AB/1 (Item 1 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02015295 52029116

**Total recall**

Anonymous

Adweek v41n13 PP: 38-56 Mar 27, 2000 ISSN: 0199-2864 JRNL CODE: AWE

WORD COUNT: 10094

ABSTRACT: Joe Marconi, a writer and marketing consultant based in Western Springs, Illinois, explores what it takes to create a brand that endures in The Brand Marketing Book. The products that prosper in the marketplace, Marconi suggests, are not necessarily the better ones; they are the ones that are better taken care of by their brand stewards. The Brand Marketing Book explores how and why to administer that care - offering strategies for creating, managing and maximizing the impact of a brand to develop long-term equity and loyalty. An excerpt from The Brand Marketing Book is presented.

**5/3,AB/2 (Item 2 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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01734689 03-85679

**Switching costs in the wholesale distribution of cigarettes**

Elzinga, Kenneth G; Mills, David E

Southern Economic Journal v65n2 PP: 282-293 Oct 1998 ISSN: 0038-4038

JRNL CODE: SEJ

WORD COUNT: 4189

ABSTRACT: Recent theories of price wars triggered by entry assign a critical role to switching costs in explaining price and output changes. Earlier, Elzinga and Mills (1998) showed that actual switching patterns following an episode of new entry in an industry are driven by the fact that buyers have different switching costs. Transaction-specific price and shipments data surrounding the 1984-1985 price war in **generic cigarettes** are drawn on to explore the size and determinants of switching costs among wholesale cigarette distributors. Results show that switching costs vary across firms and are nontrivial in magnitude. Several implications of the findings are discussed.

**5/3,AB/3 (Item 3 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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01496659 01-47647

**Wal-Mart and the divergence of state and federal predatory pricing law**

Hawker, Norman W

Journal of Public Policy & Marketing v15n1 PP: 141-147 Spring 1996

ISSN: 0743-9156 JRNL CODE: JMP  
WORD COUNT: 5145

ABSTRACT: A local chancery court in Faulkner County, Arkansas, surprised if not stunned the marketing community in the fall of 1993 when it held that Wal-Mart Stores had violated the Arkansas Unfair Practices Act (1991) by charging predatory prices at its store in Conway, Arkansas (American Drugs v. Wal-Mart Stores 1993). Nearly half the states have similar statutes. The Arkansas Supreme Court reversed the chancery court's decision in January 1995. Some commentators have hailed the decision of the Arkansas Supreme Court for bringing state law into alignment with federal law (Wal-Mart Stores v. American Drugs 1995). Careful analysis reveals, however, that state law prohibiting below-cost sales, as exemplified by Arkansas, still uses a fundamentally different approach to predatory pricing than that adopted by federal law.

5/3,AB/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01242316 98-91711

**Wal-Mart and the divergence of state and federal predatory pricing law**

Hawker, Norman W

Journal of Public Policy & Marketing v15n1 PP: 141-147 Spring 1996

ISSN: 0743-9156 JRNL CODE: JMP

WORD COUNT: 5141

ABSTRACT: In American Drugs v. Wal-Mart Stores (1993), a local chancery court in Faulkner County, Arkansas, surprised if not stunned the marketing community when it held that Wal-Mart stores had violated the Arkansas Unfair Practices Act by charging predatory prices at its store in Conway, Arkansas. The Arkansas Supreme Court reversed the chancery court's decision in January 1995. Some commentators have hailed the decision of the Arkansas Supreme Court for bringing state law into alignment with federal law. Careful analysis reveals, however, that state law prohibiting below-cost sales, as exemplified by Arkansas, still uses a fundamentally different approach to predatory pricing than that adopted by federal law.

5/3,AB/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00835200 94-84592

**Antitrust is back**

Posch, Robert

Direct Marketing v56n10 PP: 46-48 Feb 1994 ISSN: 0012-3188 JRNL CODE:

DIM

WORD COUNT: 2134

ABSTRACT: It is time for companies to re-evaluate their antitrust compliance programs and how well the programs are communicated to management. Companies that do not have compliance programs are risking compound personal, civil, and criminal exposure under the US Sentencing Guidelines. The Robinson-Patman Act is making a comeback as evidenced by a rare primary line Supreme Court case. The Brooke Group Ltd. vs. Brown & Williamson Tobacco Corp. case stems from the cigarette wars that erupted in the mid-1980s. The court explained that primary line price discrimination requires that the prices complained of be below the rival's cost and that the competitor had a reasonable prospect of recouping its investment in below-cost prices including the time value of money invested in it. The court found that Liggett (Brooke Group) had not met the requirement because it had failed to demonstrate that Brown & Williamson had actually reaped the benefit of supracompetitive pricing in the generic cigarette market or that it was likely to do so.

5/3,AB/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00718949 93-68170

**Inflation or deflation?**

Shilling, A Gary

Forbes v151n13 PP: 252 Jun 21, 1993 ISSN: 0015-6914 JRNL CODE: FBR  
WORD COUNT: 723

ABSTRACT: Consumer price inflation is much lower than the flawed government statistics would indicate. The Consumer Price Index (CPI) is revised only occasionally - the last time was 1982-1984. Between revisions it does not record the effects of buying more of what is cheap and less of what is expensive. In addition, it does not properly adjust for quality improvements in goods and services - more quality for the same price as products and services get better. It also slights new products, which often decline sharply in price. These are important considerations to remember when pundits cry inflation. Big recent developments - such as the move among consumers from national brands to house brands and generics - make the index even more out of phase than usual. By the time the whole economy is updated over 5 years, often another new pattern of spending has set in, leaving the index always well behind reality.

5/3,AB/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00703258 93-52479

**Finding bargains in bruised brands**

Neumeier, Shelley

Fortune v127n11 PP: US 34-38; Asian 98-99 May 31, 1993 ISSN: 0015-8259  
JRNL CODE: FOR  
WORD COUNT: 599

ABSTRACT: Stocks of companies that make famous brand-name products have floundered since the beginning of the year. For example, Coca-Cola is off 7%, Gillette is down 8% and PepsiCo is down 10%. Some analysts think the selloff has gone too far. However, do not rush back into consumer stocks. Companies that own 2nd-tier brands, such as Dial Corp., maker of Dial soaps and Armour Star canned meats, may indeed get squeezed by private-label rivals. Many companies, faced with generic competition are fighting back. Companies that keep prices low will have an advantage.

5/3,AB/8 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00621509 92-36611

**Developing a Framework for Sources of New-Product Ideas**

Stasch, Stanley F.; Lonsdale, Ronald T.; LaVenka, Noel M.

Journal of Consumer Marketing v9n2 PP: 5-15 Spring 1992 ISSN: 0736-3761  
JRNL CODE: JCK  
WORD COUNT: 5466

ABSTRACT: An empirically based framework is proposed to help managers plan their new-product activities and consider the many conceivable sources and origins of new-product ideas. The development of the framework centers on research into actual new products reported in recent business trade literature. Information was organized and classified according to the source of the idea and the other necessary or supportive factors present in association with the idea. Ten major categories were identified, including: 1. laboratory sources, 2. management sources, 3. a company's current

situation, 4. distribution sources, 5. supplier sources, 6. consumer sources, 7. marketplace sources, 8. foreign sources, 9. government regulations, and 10. military and space programs. The generation of new-product ideas is a chancy matter, but the procedure for creating new-product ideas should not be left to chance. The proposed classification scheme can help managers redesign their organizations to make them more effective in identifying and capturing new-product ideas.

5/3,AB/9 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00612887 92-27990

**Demystifying the Black Box**

Benford, Tom

Sales & Marketing Management v144n4 PP: 59-63 Apr 1992 ISSN: 0163-7517

JRNL CODE: SAL

WORD COUNT: 3173

ABSTRACT: The notebook computer is the sales tool of choice for the 1990s, replacing the bulkier laptop computers. Several important issues should be considered before selecting the right notebook computer for a salesforce. Quality of componentry and construction, overall ergonomic design, reliability, power consumption, and compatibility issues should all be explored to avoid picking something unsuitable that will irritate salespeople and doom automation efforts before they get started. Critical checkpoints consider include: 1. FCC rating, 2. manufacturer's reputation, 3. published specifications, 4. examining a sample model, 5. power requirements, 6. modem availability, 7. portable printers, 8. price points, 9. value-added resellers, dealers, and other end users, and 10. published reviews of the computer.

5/3,AB/10 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00604122 92-19225

**Can He Keep Philip Morris Growing?**

Sellers, Patricia

Fortune v125n7 PP: 86-92 Apr 6, 1992 ISSN: 0015-8259 JRNL CODE: FOR

WORD COUNT: 4906

ABSTRACT: For Philip Morris chief executive officer Michael Miles, producing a 20% annual growth in profits is going to be difficult. The first problem is the US tobacco market, which accounted for \$4.8 billion in operating income for the company in 1991, or almost half the corporate total. The US cigarette industry is declining 2%-3% a year, and consumers are switching to lower-priced brands - a segment that Philip Morris entered late. A 2nd problem is in the food sector, where consumers have changed their shopping and consumption habits. Kraft General Foods' products such as mayonnaise and macaroni-and-cheese dinners are not in great demand among fat-phobic, convenience-oriented consumers. Meeting the goal of a 20% growth in profits might require \$85 billion in sales by 1995, with net income of \$9 billion. That will mean buying businesses abroad that provide good returns and keeping domestic operations healthy enough to pay for the acquisitions.

5/3,AB/11 (Item 11 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00194666 83-06227

**Younger Smokers Boost Sales of Chews, Cigarettes**

Anonymous

**ABSTRACT:** According to a survey of tobacco buyers by The Discount Merchandiser, younger smokers are boosting the sales of chewing tobacco and cigarettes. One retailer reports that warehousing cigarettes will save him money, and he also reports that **generic cigarettes** do not rival the name brands like Marlboro nearly as much as might have been expected. Another reports turning cigarettes over 52 times a year, he notes that Marlboro is very popular among college purchasers, and he reports that college people are getting into chewing tobacco as a result of all the bad press that cigarettes have received. The proprietor of a large **combo supermarket** chain notes the emergence of a younger tobacco buyer, and there are more young people using snuff and chewing tobacco than formerly. A small discount chain reports that 50% of cigarette sales are of the low-tar variety, with cigars and pipe tobacco drawing only 5% of total tobacco sales.

5/3,AB/12 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

3407270 Supplier Number: 03407270  
**New Owners Take over Independent Coffeehouse Chain in Colorado Springs, Colo.**  
**(Pikes Perk)**  
Gazette , p na  
April 05, 2002  
DOCUMENT TYPE: Regional Newspaper (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 485

TEXT:  
By Sara Nesbitt

Pikes Perk, the three-store Colorado Springs coffeehouse chain that flies a "locally owned" banner in the face of Starbucks, has changed hands -- and the new owners plan to continue bucking the trend of nationally **generic coffee** service.

Rick and Ellen Roehrman closed on the deal Wednesday, and by Thursday they were brewing coffee and visiting with Pikes Perk employees. Rick Roehrman, a former merchandising and marketing representative for **grocery** retailer Kroger, said they were just waiting for the right retail opportunity.

5/3,AB/13 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1590658 Supplier Number: 01590658  
**SMUCKER FAMILY SEEKS LONG-TERM GROWTH, BUT STOCK PRICES REMAIN IN DOLDRUMS**  
**(JM Smucker Co has been concentrating on new product development for growth as consumers eschew brand name products for price)**  
Akron Beacon Journal , p N/A  
August 13, 1996  
DOCUMENT TYPE: Regional Newspaper (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 896

**ABSTRACT:**  
The stock of J.M. Smucker continues to remain flat because of its long-term strategies which may take years to take effect. The company's sales are rising gradually, but its stock remained flat because of low profits, which declined almost 20% last year. The company, the country's leading producer of jams and jellies, is being pressured by low demand for fruit spreads and

competition from private label products. Although the company still controls more than twice the **market** share of its nearest branded rival, its **market** share is continuing to decline because of the improving quality and relatively lower costs of private label products. To boost its core business, the company is test marketing new products including Bagel Toppers, a thick fruit spread for specialty breads, and Banking Healthy, a fat substitute made from corn syrup and apple puree. The Smuckers family and their executives control 26% of the company's Class A (voting) shares and 23% of its Class B (non-voting) shares. Article provides other background information on the firm.

5/3,AB/14 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1292351 Supplier Number: 01292351  
**Retailers Warm Up to Fresh Coffee Program**  
(Grocers are finding that coffee bars at deli and food service counters are being well-received by customers)  
Supermarket News, p 30  
September 25, 1995  
DOCUMENT TYPE: Journal ISSN: 0039-5803 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 781

**ABSTRACT:**

Retailers are finding that a coffee service program from a premium bean supplier is perking up sales of both the brew and other products in deli/food-service areas. The program, Millstone Coffee's Fresh Brew program, provides supermarkets with all the coffee and brewing equipment they need to sell cups of gourmet coffee, at locations that tie the category to either the bakery or the deli/food-service operation. The program has been up and running in a number of chains and independents in different markets. Farm Fresh, Norfolk, Va., saw an almost immediate leap in brewed coffee sales when it put the Millstone Fresh Brew program in the delis of all its stores. The retailer had previously offered brewed coffee free near the seating area. Now, at the same location in the store, the retailer is charging 59 cents a cup for Millstone and selling as much as it previously was giving away -- about 27 gallons a day, Repasky said. All of the programs are self-service, except at Jubilee, where employees behind the courtesy counter will serve customers if they are not busy. Because the coffee company offers a variety of flavors, retailers have the opportunity to experiment. Erickson and Jubilee provide their customers with two regular varieties: usually one decaffeinated, in addition to one flavored variety. Prices per cup at the independents vary, from 25 cents at Jubilee to 50 cents at Mackenthun's, and 59 cents with free refills at Erickson.

5/3,AB/15 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1139676 Supplier Number: 01139676  
**PRESIDENT OF CIGARETTES CHEAPER SAYS HE IS LOOKING OUT FOR THE OPPRESSED**  
(Cigarettes Cheaper, a chain of discount stores, expects to have at least 100 stores by end-1995)  
Fresno Bee , p N/A  
March 03, 1995  
DOCUMENT TYPE: Regional Newspaper ISSN: 0889-6070 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 463

**ABSTRACT:**

Cigarettes Cheaper President Mark Baldwin believes that cigarette buyers are society's most oppressed people today. The Benicia-based chain of discount stores that only sell cigarettes and related tobacco products increased to around 18 stores today. The chain is expecting to grow to at least 100 stores by the end of 1995. Cigarettes Cheaper stores carry over

350 cigarette brands, including Marlboro, Benson & Hedges and Virginia Slims. According to Baldwin, Cigarettes Cheaper can sell cigarettes at a lower price because the buying power of its 18 stores and 85 mini-marts enables the company to make bulk purchases at wholesale prices. Cigarettes that are usually sold for \$2 to \$3 sell for \$1.79 at Cigarettes Cheaper outlets, while cartons that normally sell from \$18 to \$22 are sold for around \$15. The company, which opened a store in Clovis last month, is planning to open a store at 5730 N. First St. at the Hoover **Market** Place in Fresno by March 13. Local American Cancer Society chapters criticize the company's stores, but no incidents have occurred, according to Baldwin. He said that the stores were an interesting marketing device and reminded smokers that their habit affects other people. There is no additional significant information in the full-text.

5/3,AB/16 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

02053008 Supplier Number: 43746712  
**CONSUMER SECTIONS: OUTLOOK: What's in a Name - The Declancy Value of Brand Names to Consumers**  
Industries In Transition, v0, n0, pN/A  
April, 1993  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 572

5/3,AB/17 (Item 1 from file: 813)  
DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

0531251 c3765  
**ORGANIZED CRIME GROUPS MAIN BENEFICIARIES OF HIGH TOBACCO TAXES**  
DATE: October 29, 1992 15:52 ET WORD COUNT: 1,834

5/3,AB/18 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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09195589 Supplier Number: 76548072  
**Quality Retention.(employee retention in convenience stores)**  
Enis, Matthew  
Convenience Store News, v37, n8, p101  
June 25, 2001  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1435

5/3,AB/19 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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09188819 Supplier Number: 63255178  
**Cigarette Drag.(fourth-tier cigarettes gain in popularity)**  
Davis, Michael P.  
Convenience Store News, v36, n8, p51  
June 26, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2623

5/3,AB/20 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)



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07223981 Supplier Number: 61538216  
**Total Recall.**  
Marconi, Joe  
ADWEEK Eastern Edition, v41, n13, p38  
March 27, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 10101

5/3,AB/21 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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04225774 Supplier Number: 46183287  
**Can name brands give vend coffee an extra perk?**  
Automatic Merchandiser, p28  
March, 1996  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2395

5/3,AB/22 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03988188 Supplier Number: 45790555  
**Burning At Both Ends**  
U.S. Distribution Journal, p12  
Sept 15, 1995  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1850

5/3,AB/23 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03293957 Supplier Number: 44545871  
**MARLBORO FRIDAY: STILL SMOKING -- Even a year after price cut, industry is  
divided on wisdom of Philip Morris strategy**  
Advertising Age, v0, n0, p24  
March 28, 1994  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 3118

5/3,AB/24 (Item 7 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03125332 Supplier Number: 44262442  
**Regional Highlights: Commodities**  
Research Studies-USDA ERS Outlook for US Agricultural Exports, p6  
Nov 30, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1546

5/3,AB/25 (Item 8 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03115890 Supplier Number: 44248259  
**Shurfine's BIG OPPORTUNITY**  
Supermarket News, p1  
Nov 22, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2246

5/3,AB/26 (Item 9 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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03024334 Supplier Number: 44108140  
**Smokeless Tobacco Called Steady Flame**  
Supermarket News, p21  
Sept 20, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1035

5/3,AB/27 (Item 10 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02986275 Supplier Number: 44048813  
**INSIDE: Value-Priced Cigarettes - Profiting in the Bargain**  
Supermarket News, p1A  
August 23, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2268

5/3,AB/28 (Item 11 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02908480 Supplier Number: 43926762  
**A day in the life of a Philip Morris tobacco warrior**  
Advertising Age, v0, n0, p8  
June 28, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 695

5/3,AB/29 (Item 12 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02791603 Supplier Number: 43746712  
**CONSUMER SECTIONS: OUTLOOK: What's in a Name - The Declancy Value of Brand Names to Consumers**  
Industries In Transition, v0, n0, pN/A  
April, 1993  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 572

5/3,AB/30 (Item 13 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02572178 Supplier Number: 43412659  
**FLAVORED FORAYS INTO VENDING**  
Automatic Merchandiser, v0, n0, pN/A

Nov, 1992

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 234

5/3,AB/31 (Item 14 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02002960 Supplier Number: 42569771  
**What's the Next Move?**  
Supermarket News, p25  
Dec 2, 1991  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1437

5/3,AB/32 (Item 15 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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01501002 Supplier Number: 41821546  
**Low-Tar Brands 'Light' Up Cigarette Category**  
Supermarket News, p21  
Jan 28, 1991  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1469

5/3,AB/33 (Item 1 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01633338  
**Generic products.**  
SOAP COSMETICS CHEMICAL SPECIALTIES May, 1987 p. 24

Generic products currently account for 1.5%, or \$1.8bil/yr, of **grocery** store sales, vs a high of 2.4% in 1982. The drop in inflation has made them less appealing to the consumer, except for **generic cigarettes**, which now hold 9% of the cigarette **market**.

5/3,AB/34 (Item 2 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01616968  
**Find Low-Priced Cigaretts Gaining Share Rapidly.**  
SUPERMARKET NEWS April 27, 1987 p. 32-34

The low-priced cigarette segment will reach a 17% **market** share by 1991 vs 9% in 1987, according to a study by Brown and Williamson Tobacco. These facts are also supported by a poll of retailers by **Supermarket** News. Although the segment's main problem is one of image, for many do not like to take out a pack of low-priced or **generic cigarettes** in public, the wide price differential is slowly gaining more users. Although the low-priced segment is growing rapidly, the plainly-wrapped generics are not. Various retailers provide **market** data on low-priced cigarette sales in their stores and a table indicating low-price cigarette **market** share in 1982-91 is included.

5/3,AB/35 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01606388

**Breathing new life into butter.**

DAIRY FOODS March, 1987 p. 43,44

A major ad campaign to increase butter sales was launched on 1/12/87 by various trade groups. The campaign is being conducted by the American Dairy Association along with dairy farmers, butter makers, several major food marketers and **grocery** chains. The campaign includes 5-wks of heavy TV ads, a 5-page free-standing insert in 48 million Sunday newspapers and a point-of-sale program in 25,000+ **grocery** stores. The American Butter Institute and the National Dairy Board will also test a **generic butter** coupon for \$0.25-off in 4 markets in mid-4/87, which is designed to attract new users and increase occasional consumer's use. Opinions of various industry personnel are also presented.

5/3,AB/36 (Item 4 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

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01260727

**Kent promo seeks to shore up lagging sales.**

ADVERTISING AGE September 30, 1985 p. 86

Lorillard is running print ads in major national magazines, women's service books, **supermarket** tabloids and Sunday newspaper magazines with a combined circulation of 120 million to promote its 'Club Kent' program. The ads, created in-house, offer smokers of Kent cigarettes up to 35 percent off the cost of a vacation package to any of 13 destinations in the US and abroad. Along with the media advertising, Lorillard will use P-O-P displays in 80,000+ retail outlets and inserts in Kent cartons. Lorillard hopes the promotion will stabilize sales of the cigarettes, whose **market** share has eroded in the past 5 years because of the popularity of generic and branded **generic cigarettes** on the East and West coasts. The travel effort is similar to promotions being run by Procter and Gamble, Liggett and Myers Tobacco and AT&T.

5/3,AB/37 (Item 5 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

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00623107

**Liggett & Myers Tobacco Co (US) is marketing generic cigarettes in Canada through such outlets as Dominion Stores.**

Canadian Packaging February, 1981 p. 9,111

L&M hopes to capitalize on growing demand for cheaper smokes, following disastrous sales performance in 1980. L&M brand cigarette sales declined 18.7% below the 1979 level, giving a 2.2% share of the US **market**, and none of L&M's highly advertised brands finished in the top 20 best selling US cigarettes. The **generic cigarettes**, priced about 20% below brand name competitors, are aimed at a new **market** among smokers who are reluctant to pay current inflationary prices. J Walter Thompson Inc's survey found that 49% of the smokers it interviewed said they wouldn't buy **generic cigarettes** at even 50% of the price they paid for their current brands. According to a spokesman for the ad agency, 'There's an image with cigarettes. If you smoke **generic cigarettes**, you're considered cheap.' However, L&M is counting on high unemployment to prove that the ad agencies aren't tuned in to the times. It will initially distribute the products through supermarkets only. If they prove successful, L&M will produce private label cigarettes for major **supermarket** chains.

5/3,AB/38 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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11978847 SUPPLIER NUMBER: 61538216 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Total Recall.**

Marconi, Joe

ADWEEK Eastern Edition, 41, 13, 38

March 27, 2000

ISSN: 0199-2864 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 10760 LINE COUNT: 00838

5/3,AB/39 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

10652802 SUPPLIER NUMBER: 21276807 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Switching costs in the wholesale distribution of cigarettes.**

Elzinga, Kenneth G.; Mills, David E.

Southern Economic Journal, v65, n2, p282(12)

Oct, 1998

ISSN: 0038-4038 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 6367 LINE COUNT: 00541

ABSTRACT: The size and determinants of switching costs among wholesale cigarette distributors were investigated using transaction-specific price and shipments data surrounding the 1984-1985 price war in **generic cigarettes**. In a sample of 42 large wholesale generic cigarette customers, switching costs appeared to average about 3% of the wholesale price. Results suggested that switching costs vary across firms and are nontrivial in magnitude.

5/3,AB/40 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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10575046 SUPPLIER NUMBER: 21215389 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Government to tax the poor people's product. (US government to impose excise duty on roll-your-own tobacco)**

Bickers, Christopher

World Tobacco, n166, p108(1)

Sept, 1998

ISSN: 0043-9126 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1123 LINE COUNT: 00086

ABSTRACT: Sales of roll-your-own (ryo) tobacco in the US are currently below \$90 million a year. Some observers believe that this **market** has potential to expand as a result of increasing regulation and taxes on cigarettes. However, ryo products will lose their price advantage over cigarettes when they become subject to a federal excise tax on Jan 1, 2000. Ryo smokers are generally poorer than cigarette smokers, and low consumption levels mean that ryo tobacco manufacturers generally have much smaller operations than cigarette producers.

5/3,AB/41 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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08179881 SUPPLIER NUMBER: 17478941 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Harris Teeter working on food court net.(network)(Company Profile)**

Harper, Roseanne

Supermarket News, v45, n39, p30(2)

Sep 25, 1995

DOCUMENT TYPE: Company Profile ISSN: 0039-5803 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1100 LINE COUNT: 00088

ABSTRACT: Charlotte, NC-based Harris Teeter revealed its profitable and unprofitable food service programs at the 1995 Food Marketing Institute and National-American Wholesale Grocers' Assn conference. Profitable programs

include a sushi bar, self-service salad bars, pizza and rotisserie chicken. Its unprofitable programs include coffee bars, juice/melon bars, prepared seafood and Chinese food.

5/3,AB/42 (Item 5 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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07606209 SUPPLIER NUMBER: 15849708 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Cappuccino goes instant, privately. (instant cappuccino in Europe)**  
Bell, Jonathan  
Tea & Coffee Trade Journal, v166, n8, p38(2)  
August, 1994  
ISSN: 0040-0343 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 830 LINE COUNT: 00067

5/3,AB/43 (Item 6 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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07312020 SUPPLIER NUMBER: 15477678 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Trumping the Areeda-Turner test: the recoupment standard in Brooke Group.**  
(Symposium: Predatory Pricing After Brooke Group)  
Elzinga, Kenneth G.; Mills, David E.  
Antitrust Law Journal, 62, n3, 559-584  
Spring, 1994  
ISSN: 0003-6056 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 12253 LINE COUNT: 00995

ABSTRACT: The predatory pricing laws have shifted in focus from the Areeda-Turner test's emphasis on pricing below marginal cost to the recoupment test's emphasis on reaping the benefits of anti-competitive behavior. In Brooke Group v. Brown & Williamson Tobacco Corp., the US Supreme Court established that plaintiffs must show that the defendants actually could benefit from their predatory pricing for an antitrust violation to be found. The shift in predatory pricing standards will make it more difficult to assert claims.

5/3,AB/44 (Item 7 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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07200623 SUPPLIER NUMBER: 15232462 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Antitrust is back. (Legal Outlook) (Column)**  
Posch, Robert  
Direct Marketing, v56, n10, p46(3)  
Feb, 1994  
DOCUMENT TYPE: Column ISSN: 0012-3188 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2291 LINE COUNT: 00179

ABSTRACT: Organizations should take time to re-evaluate their antitrust compliance policies. Pres Clinton's appointment of Anne Bingaman as the assistant attorney general for antitrust bodes well for the return of tough crackdowns on antitrust. The enormous cost to both employees and employers of being found to infringe on antitrust laws is another reason why companies should re-think their antitrust programs. They should take note of the eight statutory prerequisites in order to be judged a violator, as provided by the Robinson-Patman Antitrust Act. Aside from these, they should also know when to use any of the three possible defenses against antitrust lawsuits: meeting competition, cost justification defense and changing conditions. Companies should also look into the 'Brooke Group Ltd v. Brown & Williamson Tobacco Corp' case as a primer for antitrust cases.

5/3,AB/45 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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07196983 SUPPLIER NUMBER: 14810084 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The October 1992 Supreme Court term and antitrust: more objectivity than ever.**

Calkins, Stephen

Antitrust Law Journal, 62, n2, 327-407

Wntr, 1994

ISSN: 0003-6056 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 45299 LINE COUNT: 03599

ABSTRACT: Cases regarding antitrust law decided by the US Supreme Court during their 1992-93 term are surveyed. Issues highlighted from the cases surveyed include predatory pricing, attempted monopolization, the sham exception to the Noerr-Pennington doctrine, and the boycott exception to the exemption from antitrust regulation under the McCarran-Ferguson Act.

5/3,AB/46 (Item 9 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06806250 SUPPLIER NUMBER: 14235982 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Profiting in the bargain; retailers say the value-priced segment is where the growth is now in cigarettes. ( Supermarket Tobacco)**

Saxton, Lisa

Supermarket News, v43, n34, p3A(1)

August 23, 1993

ISSN: 0039-5803 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1092 LINE COUNT: 00083

ABSTRACT: Value-priced cigarettes comprise a growing segment of **supermarket** tobacco sales. Merchandisers report that **generic cigarettes** account for as much as 40% of their growth and that bargain cigarettes make up 25-35% of total sales. Premium brand leaders such as Philip Morris Inc are trying to shrink the price gap with discounts of as much as \$4 a carton, but many retailers believe they will not recover their preeminence. Customers are now more value-conscious than brand-conscious, they say.

5/3,AB/47 (Item 10 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06806249 SUPPLIER NUMBER: 14235980 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Keeping the change; supermarkets have reason to hope the new cigarette pricing structure stays in place. ( Supermarket Tobacco)**

Turcsik, Richard

Supermarket News, v43, n34, p1A(3)

August 23, 1993

ISSN: 0039-5803 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2351 LINE COUNT: 00179

ABSTRACT: **Supermarket** consumers responded well to ongoing cigarette price reductions launched by premium brand cigarette companies, and some retailers hope they continue. Philip Morris Inc, which discounted premium brands 40 cents a pack or \$4 a carton, plans to eliminate one price tier to simplify its pricing and marketing structures. R.J. Reynolds Tobacco Co and Brown and Williamson Tobacco Corp are following suit.

5/3,AB/48 (Item 11 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06790749 SUPPLIER NUMBER: 14664223 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Shurfine's big opportunity. (Shurfine-Central Corp., private-label marketing) (includes related article on global plan)**

Orgel, David  
Supermarket News, v43, n47, p1(3)  
Nov 22, 1993  
ISSN: 0039-5803      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1993      LINE COUNT: 00157

ABSTRACT: Shurfine-Central Corp announced an aggressive private-label marketing strategy. It hopes to increase store brands from 23% in 1993 to 40%. Its plan includes widening its customer base from wholesalers to retail chains, creating a national brand program, and sourcing internationally. Shurfine does business in 48 states and has an 8% market share. Sales for the FY 1992 were \$773 million.

5/3,AB/49      (Item 12 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06743554      SUPPLIER NUMBER: 14560893      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**New brand strategies. (manufacturers restructure operations) (includes related article on Proctor and Gamble Co. and everyday low pricing)**  
Weinstein, Steve  
Progressive Grocer, v72, n10, p69(5)  
Oct, 1993  
ISSN: 0033-0787      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 3143      LINE COUNT: 00246

ABSTRACT: Manufacturers of major brand name foods have had to change some of their internal and external operations to fight growing competition from private label merchandise. Some manufacturers, including Philip Morris Inc and Proctor & Gamble Co are using price reductions to fight private labels, but Pepsi-Cola General Bottlers Inc Pepsi-Cola Bottling Co is trying to fight the idea that private label items return greater profit to the retailer. Manufacturers are spending less of their marketing budgets on trade promotion and more on consumer promotion.

5/3,AB/50      (Item 13 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06711211      SUPPLIER NUMBER: 14417135      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Smokeless tobacco called steady flame. ( supermarket retailers)**  
Sternman, Mike  
Supermarket News, v43, n38, p21(1)  
Sept 20, 1993  
ISSN: 0039-5803      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1096      LINE COUNT: 00086

ABSTRACT: The prices of smokeless tobacco have held steady as sales have increased in the face of flat cigarette sales. The segment also has avoided the frenzied price-cutting wars that have afflicted the cigarette industry and manufacturers are responding to the growth of smokeless tobacco by introducing new flavors. Some retailers say that the increase in the sale of smokeless tobacco is the result of many cigarette smokers switching over in the wake of the controversies surrounding smoking.

5/3,AB/51      (Item 14 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06666071      SUPPLIER NUMBER: 14080434      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Shoppers Food uses ads in Marlboro push. (Shoppers Food Warehouse)**  
Turcsik, Richard  
Supermarket News, v43, n29, p21(2)  
July 19, 1993  
ISSN: 0039-5803      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 532      LINE COUNT: 00039



ABSTRACT: Shoppers Food Warehouse of Lanham, MD, promoted a Philip Morris Inc special offer for Marlboro cigarettes through an ad in The Washington Post, unlike other supermarkets that relied on in-store signs. The offer, which began in Apr 1993 and saved customers up to 40 cents a pack or \$4.00 a carton, was designed to push back competition from lower-priced brands, including **generic cigarettes**. The Philip Morris promotion package came with a stipulation that supermarkets advertise.

5/3,AB/52 (Item 15 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06496216 SUPPLIER NUMBER: 14108584 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**To store brand or not to store brand? (part 1) (private labeling of automotive supply products) (includes related article)**  
Stambaugh, Sandie  
Aftermarket Business, v103, n6, p16(6)  
June 1, 1993  
ISSN: 0892-1121 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 6507 LINE COUNT: 00518

ABSTRACT: The retail effectiveness of private-label products versus national-brand product lines is examined in the first installment of a two-part series on store branding. Three factors which have contributed to store brand growth during the last five years are identified. These are decreased loyalty to national brands due to product proliferation and deep deals, the rising prices of national brands and improved store brand quality of retailers.

5/3,AB/53 (Item 16 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06473032 SUPPLIER NUMBER: 13843178 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Inflation or deflation? (consumer price inflation lower than reported) (Financial Strategy) (Column)**  
Shilling, A. Gary  
Forbes, v151, n13, p252(1)  
June 21, 1993  
DOCUMENT TYPE: Column ISSN: 0015-6914 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 793 LINE COUNT: 00060

ABSTRACT: True consumer price inflation is likely to be about half the reported rate because the information used to calculate the inflation rate is inaccurate. For example, the Consumer Price Index does not reflect massive consumer shifts to discount retailers and house brands.

5/3,AB/54 (Item 17 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06472016 SUPPLIER NUMBER: 13834171 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Finding bargains in bruised brands. (brand name consumer stocks) (Personal Investing) (Column)**  
Neumeier, Shelley  
Fortune, v127, n11, p34(2)  
May 31, 1993  
DOCUMENT TYPE: Column ISSN: 0015-8259 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 667 LINE COUNT: 00052

ABSTRACT: Consumer goods companies that feature famous brand name products have seen their stocks drop off because of the growing **market** share of generic brands. Brand names are fighting back, and many analysts feel that

their stocks should recover.

5/3,AB/55 (Item 18 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06400258 SUPPLIER NUMBER: 13490230 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Campbell Soup's Baum lauds pasta; calls for increased promotion. (Herbert M. Baum, president of Campbell North and South America business)**  
Milling & Baking News, v72, n1, p23(1)  
March 2, 1993  
ISSN: 0091-4843 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 675 LINE COUNT: 00052

5/3,AB/56 (Item 19 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05856805 SUPPLIER NUMBER: 12055275 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Can he keep Philip Morris growing? (CEO Michael Miles) (Company Profile)**  
Sellers, Patricia  
Fortune, v125, n7, p86(7)  
April 6, 1992  
DOCUMENT TYPE: Company Profile ISSN: 0015-8259 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 5376 LINE COUNT: 00417

ABSTRACT: Philip Morris Inc is the world's largest and most profitable consumer products company. It has a goal of 20% earnings growth each year. New CEO Michael Miles has inherited an enormous corporate legacy and is under pressure to continue the spectacular success the company has always had.

5/3,AB/57 (Item 20 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05855418 SUPPLIER NUMBER: 12178151 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Demystifying the black box. (selecting notebook laptop computers for sales personnel) (includes related articles)**  
Benford, Tom  
Sales & Marketing Management, v144, n4, p59(5)  
April, 1992  
CODEN: SMMAD ISSN: 0163-7517 LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT; ABSTRACT  
WORD COUNT: 2836 LINE COUNT: 00226

ABSTRACT: Sales managers must consider several factors when selecting notebook laptop computers for their salespeople. These include the manufacturer's reputation, the specifications and the power requirements.

5/3,AB/58 (Item 21 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05535968 SUPPLIER NUMBER: 11611373 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**What's the next move? (cigarette makers using new full-priced products as players in strategy to sustain sales)**  
Klepacki, Laura  
Supermarket News, v41, n49, p25(2)  
Dec 2, 1991  
ISSN: 0039-5803 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1504 LINE COUNT: 00115

5/3,AB/59 (Item 22 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05433796 SUPPLIER NUMBER: 11015879 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Low prices keep sales smoking. ( generic cigarettes ) (includes related article)**  
Klepacki, Laura  
Supermarket News, v41, n30, p15(2)  
July 29, 1991  
ISSN: 0039-5803 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1286 LINE COUNT: 00099

5/3,AB/60 (Item 23 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05179671 SUPPLIER NUMBER: 10641859 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**AADS members' outlook good. (positive sales trend for most members of Affiliated/Associated Drug Stores) (CDR Sales Survey)**  
Chain Drug Review, v13, n13, p12(2)  
March 25, 1991  
ISSN: 0164-9914 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 716 LINE COUNT: 00056

5/3,AB/61 (Item 24 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05094188 SUPPLIER NUMBER: 09370654 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Low-tar brands 'light' up cigarette category. ( Grocery )**  
Klepacki, Laura  
Supermarket News, v41, n4, p21(2)  
Jan 28, 1991  
ISSN: 0039-5803 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1365 LINE COUNT: 00117

5/3,AB/62 (Item 25 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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02980374 SUPPLIER NUMBER: 04557871 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Tobacco. (sales gains, but lose share to convenience stores; includes related article on smokeless tobacco) (Consumer Expenditures Study)**  
Leviten, Peter  
Supermarket Business, v41, p203(5)  
Sept, 1986  
ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3999 LINE COUNT: 00312

5/3,AB/63 (Item 26 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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02968930 SUPPLIER NUMBER: 04294740 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Here come the big guns. (1986 Supermarket Sales Manual - tobacco products)**  
Linsen, Mary Ann  
Progressive Grocer, v65, p163(2)  
July, 1986  
ISSN: 0033-0787 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1263 LINE COUNT: 00100

5/3,AB/64 (Item 27 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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02489940 SUPPLIER NUMBER: 03920730 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Tobacco. (consumer expenditures study)**  
Dietrich, Bob  
Supermarket Business, v40, p189(4)  
Sept, 1985  
ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 2359 LINE COUNT: 00183

5/3,AB/65 (Item 28 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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02168193 SUPPLIER NUMBER: 03335340 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Soaring prices dim sales. (tobacco products)**  
Progressive Grocer, v63, p175(4)  
July, 1984  
ISSN: 0033-0787 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1907 LINE COUNT: 00151

5/3,AB/66 (Item 29 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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02163879 SUPPLIER NUMBER: 03334980 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Under siege, cigarette marketers fight back.**  
Gardner, Fred  
Marketing & Media Decisions, v19, p34(7)  
July, 1984  
ISSN: 0195-4296 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3541 LINE COUNT: 00266

5/3,AB/67 (Item 30 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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01889150 SUPPLIER NUMBER: 03036168 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Cigarette merchandising: a soft sale year begets experimentation.**  
Dietrich, Bob  
Supermarket Business, v38, p30(2)  
Dec, 1983  
ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 2662 LINE COUNT: 00208

5/3,AB/68 (Item 31 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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01888955 SUPPLIER NUMBER: 02950000 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Coffee and tea cup runneth under.**  
Marketing & Media Decisions, v18, p179(6)  
Oct, 1983  
ISSN: 0195-4296 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 3065 LINE COUNT: 00240

ABSTRACT: Coffee is fighting back against other beverages with its two leading trade organizations launching a \$20 million ad campaign. Leading companies and their advertising plans are also given.

5/3,AB/69 (Item 32 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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01887707 SUPPLIER NUMBER: 02829342 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**1983 guide to product usage; what's hot - what's not - among supermarket products.**

Progressive Grocer, v62, p31(36)

July, 1983

ISSN: 0033-0787 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 5559 LINE COUNT: 00452

ABSTRACT: A complete survey of product usage. Every major product area is covered. Trends are reviewed and suggestions are made on how to handle the changes.

**5/3,AB/70 (Item 33 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

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01886787 SUPPLIER NUMBER: 02907124 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Tobacco. (Consumer Expenditures Study)**

Dietrich, Bob

Supermarket Business, v38, p124(3)

Sept, 1983

ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 2994 LINE COUNT: 00231

**5/3,AB/71 (Item 34 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

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01886779 SUPPLIER NUMBER: 02907116 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Snacks. (Consumer Expenditures Study)**

Flonder, Polly

Supermarket Business, v38, p96(3)

Sept, 1983

ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 1631 LINE COUNT: 00124

**5/3,AB/72 (Item 35 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

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01886767 SUPPLIER NUMBER: 02907105 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Growth of generics hits plateau.**

Miller, Alan

Supermarket Business, v38, p23(3)

Sept, 1983

ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1504 LINE COUNT: 00117

ABSTRACT: A recent SAMI study reports that generic products are losing ground in **market** share that they grabbed from advertised brands during times of spiraling price increases. Generics continue to be important in the overall **grocery** mix, however. Strong sellers include bread products, frozen orange juice, dairy products and luncheon meats.

**5/3,AB/73 (Item 36 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

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01886750 SUPPLIER NUMBER: 02829646 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Pasta uses its noodle to get fresh.**

Chain Store Age Supermarkets, v59, p118(2)

July, 1983

ISSN: 0069-2395 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 946 LINE COUNT: 00070

5/3,AB/74 (Item 37 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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01886303 SUPPLIER NUMBER: 02830245 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Generics draining private labels.**  
Supermarket Business, v38, p26(2)  
July, 1983  
ISSN: 0196-5700 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 779 LINE COUNT: 00059

5/3,AB/75 (Item 38 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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01750599 SUPPLIER NUMBER: 02659213 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Cigarettes face year of decision: rising prices threaten established ways of merchandising.**  
Progressive Grocer, v62, p119(3)  
March, 1983  
ISSN: 0033-0787 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1476 LINE COUNT: 00114

5/3,AB/76 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

26303770  
**Mending the broken machine;One man had the right change to make Vianet work properly;interview**  
HERALD (UNITED KINGDOM)  
November 28, 2002  
JOURNAL CODE: FGH LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 709

IAN Orrock, a company doctor installed as chief executive of Scottish technology firm Vianet, pronounced yesterday that the ailing firm would live.  
It was a brave prognosis, given that Vianet's full-year financial results to the end of September revealed a (pounds) 1.9m pre-tax loss on sales of (pounds) 13,124 - an improvement, however, on last year's (pounds) 2.6m loss on sales of (pounds) 32,952.

5/3,AB/77 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

22096893  
**New Owners Take over Independent Coffeehouse Chain in Colorado Springs, Colo.**  
Sara Nesbitt  
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (GAZETTE - COLORADO SPRINGS, COLORADO)  
April 05, 2002  
JOURNAL CODE: KTGS LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 501

Pikes Perk, the three-store Colorado Springs coffeehouse chain that flies a "locally owned" banner in the face of Starbucks, has changed hands -- and the new owners plan to continue bucking the trend of nationally generic coffee service.  
Rick and Ellen Roehrman closed on the deal Wednesday, and by Thursday they were brewing coffee and visiting with Pikes Perk employees.